

Tips for Webpage Usability & ADA Considerations

Images - Use an ALT tag to describe the function of an image.

When a screen reader comes to an image on an html page, it reads the text that is contained in the ALT tag that is associated with that image. If the image has no ALT tag, then the screen reader simply reads it out loud as "Image."

Syntax Sample: ``

Visual Page - Double click the image, then type the description of the image in Alternate text box. Click OK.

Alternate text:
Air Resources Board logo image

Links - Use text that makes sense when read by a screen reader.

When a screen reader reads 'click here' it's a distraction from the content. The reader will read the link at the end of a sentence.

Avoid, for example: "click here." Use, for example: [see the Hot Spots Report.](#)

Tables Used for Data (not layout purposes) - Use table headings <TH> consistent with your data structure. Screen readers read table data from left to right, one row at a time from top to bottom. Use <TH> to identify cell column/row headers (or labels) to ensure your content makes sense when accessed by a screen reader.

Syntax Sample: `<TH><P>Fruit</TH>`

Visual Page – Select your column/row cell(s). Right-click, select Table Properties, click to Check the Header Style box.

Header style

Fruit	Color
Apple	Green
Banana	Yellow
Orange	Orange

Use of Color - Ensure that content can be understood when viewed without color.

Individuals with color blindness, or those accessing from readers won't be able to differentiate between the different colored text. Don't use a color to convey information.

Example: Don't use [red links](#) that mean one thing and [blue links](#) that mean another.

Multimedia - provide captioning and transcripts of audio, and descriptions of video. Screen readers cannot access multimedia presentations.

Provide a document that contains text transcripts of the video.

Webpage Usability Reference

- Color Blindness Examples – Use a browser newer than Netscape 4.x for this site. <http://www.vischeck.com/examples/>
- World Wide Access: Accessible Web Design – 11 minute movie <http://www.washington.edu/doiit/Video/www.html>
- How People With Different Disabilities Use the Web <http://www.w3.org/WAI/EO/Drafts/PWD-Use-Web/Overview.html>
- Adobe Reader 6.0 and above, choose View/Read Out Loud to experience your .pdf document from a screen reader.